

RE: DTLA Open House - buy-in from full board?

Subject: RE: DTLA Open House - buy-in from full board?

From: Robin Bieker <robin@biekerco.com>

Date: 04/05/2017 05:01 PM

To: 'Ellen Riotto' <ellen@southpark.la>, 'Robert Buente' <bbuente@1010dev.org>, 'Daniel Taban' <daniel@jadeent.com>, 'Shelby Jordan' <sjordan@aegworldwide.com>

I would say that it does not require a board vote, but please share with them this exciting program. Curious what others have to say

From: Ellen Riotto [<mailto:ellen@southpark.la>]

Sent: Wednesday, April 05, 2017 2:44 PM

To: Robert Buente; Robin Bieker; 'Daniel Taban'; Shelby Jordan

Subject: DTLA Open House - buy-in from full board?

Hi Exec Team,

Looking for your advice on whether or not the following email requires a vote from full board. If not, I'd like to send as an update.

Thanks for your guidance,

Ellen

All,

I'm writing to let you know about an exciting new partnership with Downtown Center BID. The DCBID is launching a new marketing campaign called DTLA: Make It Yours. The campaign covers three main sectors – residential, office and retail – and is comprised of content, events, tours and activations, with an emphasis on digital and social media and PR engagement, along with paid media and sponsored content. The goal is leasing all the new space coming to market.

To kick off the residential component, South Park BID is partnering with DCBID to put on a large-scale event we're calling DTLA Open House. The event is scheduled for Saturday, July

15th and will showcase 10-15 of Downtown's top new residential properties along a curated route (loosely following Grand Avenue from the Financial District into South Park). We are aiming for a targeted audience upwards of 2,000 attendees from around the city and region. Participants would register online for free, sign up for particular time slots at the buildings they're interested in, and self-guide themselves through the day. Each building will have unique in-unit and amenity-based experiences. For example, if G12 wants to tour a 1BR and a 2BR unit, one might be sponsored by the LA Phil and feature a string quartet, and the other might feature bites from 2 local chefs.

We'll also be working with the businesses on and around Grand Ave to make sure they're prepared to capitalize on the increased foot-traffic (ie. special offers, sidewalk activations, etc). We're also planning to work with the City/County to see about possible transit incentives to get folks to and around DTLA, as well as support for more significant street activation (ie. closure). Again, this is just the vision, and we are in the very early stages of planning and communication.

To that end, we've been scheduling meetings with the leasing/sales teams for each of the buildings we've identified as Tier 1 targets, based on proximity to Grand and vacancy. They are as follows:

- Eighth & Grand
- Atelier
- Level Furnished Living
- 1000 Grand by Windsor *
- Hanover Olympic
- Olympic & Olive *
- Olive DTLA *
- G12 *
- Ten50 *
- Wren *

SPBID's involvement thus far has been to arrange intro meetings with the residential properties in our district (starred). Going forward, I'd like to be active in the street/business activation component of this project as well as the in-unit and amenity-based experiences for the South Park properties.

To formalize the partnership, we're contributing \$5000 from our marketing budget.

Please see attached for the pitch deck and feel free to reach out with any questions.

RE: DTLA Open House - buy-in from full board?

Ellen Riotto

Interim Executive Director

South Park Business Improvement District

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